File   15:ABI/Inform(R) 1971-2005/Sep 01
          (c) 2005 ProQuest Info&Learning
File   9:Business & Industry(R) Jul/1994-2005/Aug 31
          (c) 2005   The Gale Group
File 810:Business Wire 1986-1999/Feb 28
          (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2005/Sep 01
          (c) 2005 The Gale Group
File 476:Financial Times Fulltext 1982-2005/Sep 01
          (c) 2005 Financial Times Ltd
File 610:Business Wire 1999-2005/Sep 01
          (c) 2005 Business Wire.
File 624:McGraw-Hill Publications 1985-2005/Sep 01
          (c) 2005 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 01
          (c) 2005 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Sep 01
          (c) 2005 The Gale Group
File 613:PR Newswire 1999-2005/Sep 01
          (c) 2005 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
          (c) 1999 PR Newswire Association Inc
File   16:Gale Group PROMT(R) 1990-2005/Sep 01
          (c) 2005 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
          (c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2005/Aug 31
          (c) 2005 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2005/Sep 01
          (c)2005 The Gale Group
File   20:Dialog Global Reporter 1997-2005/Sep 01
          (c) 2005 Dialog
File   35:Dissertation Abs Online 1861-2005/Aug
          (c) 2005 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
          (c) 2002 The Gale Group
File   65:Inside Conferences 1993-2005/Aug W4
          (c) 2005 BLDSC all rts. reserv.
File   2:INSPEC 1969-2005/Aug W3
          (c) 2005 Institution of Electrical Engineers
File 474:New York Times Abs 1969-2005/Aug 31
          (c) 2005 The New York Times
File 475:Wall Street Journal Abs 1973-2005/Aug 31
          (c) 2005 The New York Times
File   99:Wilson Appl. Sci & Tech Abs 1983-2005/Jul
          (c) 2005 The HW Wilson Co.
File 348:EUROPEAN PATENTS 1978-2005/Aug W03
          (c) 2005 European Patent Office
File 349:PCT FULLTEXT 1979-2005/UB=20050825,UT=20050818
          (c) 2005 WIPO/Univentio
File 347:JAPIO Nov 1976-2005/Apr(Updated 050801)
          (c) 2005 JPO & JAPIO

Set   . Items   Description

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S1          584     (URL OR (UNIVERSAL (1W) RESOURCE (1W) LOCATOR). OR LINK)
(S)
                    TRADEMARKS (S) (DOCUMENTS OR ARTICLES OR NEWS)
S2          287     S1 (S) ((DATA (1W) BASE) OR DATABASE OR REPOSITORY OR
RECO-
                    RDS)
S3          285     RD S2 (unique items)
S4            4     S3 AND PY<1997
?
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03098416   Supplier Number: 46336231   (THIS IS THE FULLTEXT)
O'REILLY: O'Reilly announces price restructuring for WebSite & WebSite Professional
M2 Presswire, pN/A
April 29, 1996
TEXT:
M2 PRESSWIRE-29 April 1996-O'REILLY: O'Reilly announces price restructuring for WebSite & WebSite Professional (C)1994-96 M2 COMMUNICATIONS LTD RDATE:260496
     * Second generation server to be released in June
     * WebSite 1.1 software downloadable at no charge
     * WebBoard price also drops Sebastopol, CA - O'Reilly & Associates, publisher of the award-winning server WebSite, has announced a complete restructuring of its prices for the popular server and its soon-to-be-released high-end product WebSite Professional, as well as its product WebBoard. WebSite Professional, featuring cryptographic security, now has a suggested list price of $499 (down from the previous price of $1499), and will be released in June. Effective April 30, WebSite 1.1 will be freely available to anyone downloading it from O'Reilly's web site (http://software.ora.com). Three chapters of the acclaimed book "Building Your Own WebSite" will also be available for downloading. Unlike the full WebSite 1.1 product, the downloadable version does not contain the HotDog HTML editor, Mosaic browser, book, or technical support. Any web site a customer creates using the downloadable software can be easily transferred to the full purchased product. The company has also announced an aggressive upgrade program. Customers who purchase WebSite 1.1 between April 30 and the time WebSite Professional ships will receive a free upgrade to WebSite Professional. Customers who buy the full WebSite 1.1 after WebSite Professional ships, or who purchased WebSite 1.0 or 1.1 before April 30, can upgrade to WebSite Professional for $99. "In the rapidly changing web server marketplace, getting the customer's attention is half the challenge," says Gina Blaber, Director of the O'Reilly Software Products Group. "Offering freely downloadable software is a great way to let prospective customers try out our product. We're confident that when people try WebSite and compare its features (not its marketing hype) to that of the competition, they will become WebSite customers. And with WebSite Professional, now they can have a web site with secure transactions and a host of features unmatched by any other shipping server at a moderate price." WebBoard, O'Reilly's web conferencing system software, and PolyForm, the web forms construction kit, are now offered at $149 suggested list price (WebBoard's price is reduced from the previous price of $249). WebBoard has been shipping since mid-February; PolyForm will ship May 7. WEBSITE PROFESSIONAL: MOST FLEXIBILITY OF ANY WINDOWS SERVER; FIRST SERVER TO SUPPORT MULTIPLE API'S WebSite Professional offers numerous significant upgrades from WebSite 1.1 including:
     * support for two major Web cryptographic security systems, Secure Sockets Layer (SSL) and Secure Hypertext Transfer Protocol (S-HTTP);
     * WebSite's Application Programming Interface (WSAPI) with Microsoft Internet Server API Internet Server Application (ISAPI-ISA) compatibility, and a complete software development kit (SDK) with examples and online documentation;
     * a server-side Java programming software development kit, including comprehensive Java class library, examples, and online documentation;
     * the Win32 perl 5 package pre-installed for Common Gateway Interface (CGI) and API use, plus software development kit;
     * API-integrated version of Cold Fusion Standard, a powerful ODBC/SQL **database** integration package with templates and software development kit.

The product also includes comprehensive documentation in three volumes, extensive online help, 90 days of free technical support for registered users, and a 30-day money-back guarantee. "There's a theme that runs through the WebSite Pro product: choice. Other companies offer one security protocol, we offer two," says Blaber. "We support WebSite's API, Microsoft's API, Windows CGI, Standard CGI, and even a DOS CGI for 16-bit applications. We offer several different software development toolkits. We offer both Windows NT or Windows 95 in one product. It all adds up to offering the most freedom and flexibility of any Windows-based server." WebSite Professional gives site administrators two security options for confidential web-based transactions such as credit card purchases, internal sales strategies or employee **records** on corporate Intranets. SSL provides connection security, while S-HTTP authenticates the contents of specific **documents** . WebSite Professional's built-in Certificate Wizard simplifies registration with a Certification Authority. WebSite API provides a high-speed alternative to CGI and includes a comprehensive set of tools for adding custom extensions, such as enhanced logging, pre- and post-processing, document generation, and authentication. WSAPI also supports Microsoft ISAPI-ISA extensions, making it the first server to have multiple API support. Web developers can choose from four methods of dynamic page generation: Server-Side Includes (SSI) for simple creation of real-time HTML **documents** , Common Gateway Interface (CGI) for live information-sharing between the server and other applications, WSAPI for the most demanding applications, and API-integrated Cold Fusion Standard for ODBC/SQL **database** integration with templates. Cold Fusion Standard enables users to create interactive, dynamic web content drawing from any ODBC datasource. It lets WebSite users easily incorporate into Web **documents** **database** information such as customer feedback, online ordering and technical support, without the need for complex programming. WebSite Professional contains all of WebSite's award-winning features, including remote administration, virtual servers (multi-homing) for creating multiple home pages, wizards to automate common tasks, the popular Visual Basic and Windows CGI software development kit, WebIndex, a search tool for indexing web sites, and WebView, a graphical tool for managing web **documents** and links. WebSite Professional also supports client and server-side Java programming. WebSite developer Robert Denny codeveloped WebSite Professional with Enterprise Integration Technologies (EIT/Verifone), the inventors of S-HTTP. O'Reilly & Associates has worked with Denny and EIT on WebSite for the past 18 months. UPCOMING RELEASE: STATISTICS PROGRAM O'Reilly will release a web statistics program in Q3, '96. The product, as yet unnamed, will work initially on the Windows NT and 95 platforms, and will extend O'Reilly's software into cross-platform development. O'Reilly's software also includes WebSite 1.1, WebBoard, WebSite Professional (June, 1996), and PolyForm (May 7, 1996). O'Reilly's software product family provides web developers with powerful tools to create interactive, compelling sites easily, efficiently and cost-effectively. ABOUT O'REILLY & ASSOCIATES O'Reilly & Associates, Inc., is a major developer of software for the Internet and Intranet. The company has long been recognized worldwide for its definitive books on the Internet and UNIX, and more recently for its development of online content and software. O'Reilly developed the Global Network Navigator (GNN), a pioneering web-based publication which it later sold to America Online. Songline Studios, an affiliate of O'Reilly & Associates, specializes in developing innovative, interactive online content such as Web Review. O'Reilly & Associates' planning and review cycles **link** together software developers, authors, computer vendors, and technical experts throughout the industry in a creative collaboration that mirrors the strengths of the "open systems" philosophy itself. WebSite, WebBoard, and PolyForm are **trademarks** of O'Reilly & Associates, Inc. WebView and WebFind are **trademarks** of Enterprise Integration Technologies, Inc., a Verifone

company. Cold Fusion is a trademark of Allaire Corp. All other names are
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CONTACT: Ellen Elias Tel: +1 707 829-0515 x 322 e-mail: elias@ora.com
Christina Silveira Tel: +1 707 829 0515 x 339 e-mail: cms@ora.com M2
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  ...   plus software development kit;
    * API-integrated version of Cold Fusion Standard, a powerful ODBC/SQL
database integration package with templates and software development kit.
The product also includes comprehensive documentation in...

...for confidential web-based transactions such as credit card purchases,
internal sales strategies or employee **records** on corporate Intranets. SSL
provides connection security, while S-HTTP authenticates the contents of
specific **documents** . WebSite Professional's built-in Certificate Wizard
simplifies registration with a Certification Authority. WebSite API...

...of dynamic page generation: Server-Side Includes (SSI) for simple
creation of real-time HTML **documents** , Common Gateway Interface (CGI) for
live information-sharing between the server and other applications, WSAPI
for the most demanding applications, and API-integrated Cold Fusion
Standard for ODBC/SQL **database** integration with templates. Cold Fusion
Standard enables users to create interactive, dynamic web content drawing
from any ODBC datasource. It lets WebSite users easily incorporate into Web
documents database information such as customer feedback, online
ordering and technical support, without the need for complex...

...a search tool for indexing web sites, and WebView, a graphical tool for
managing web **documents** and links. WebSite Professional also supports
client and server-side Java programming. WebSite developer Robert...
innovative, interactive online content such as Web Review. O'Reilly &
Associates' planning and review cycles **link** together software developers,
authors, computer vendors, and technical experts throughout the industry in
a creative...

...that mirrors the strengths of the "open systems" philosophy itself.
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Inc. WebView and WebFind are **trademarks** of Enterprise Integration
Technologies, Inc., a Verifone company. Cold Fusion is a trademark of
Allaire Corp. All other names are registered **trademarks** or **trademarks**
of their respective companies. CONTACT: Ellen Elias Tel: +1 707 829-0515 x
322 e...
19960429

  4/7,K/2   **(Item 2 from file: 636)**
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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02626853   Supplier Number: 45316627 (THIS IS THE FULLTEXT)
Lotus Announces InterNotes Product Line
M2 Presswire, pN/A
Feb 6, 1995
TEXT:

6 February 1995-Lotus Announces InterNotes Product Line - Provides Worldwide Information and Application Integration Between Lotus Notes and the Internet RDATE: 230195 Lotus Development Corp. today announced InterNotes, a new product line that integrates Lotus Notes, the industry standard groupware platform, with popular Internet applications such as the World Wide Web (WWW) and Usenet **News** . InterNotes will enable Notes users to publish Notes applications to the Internet and to access Internet information directly from within Notes. The first two InterNotes products are the InterNotes Web Publisher and InterNotes **News** . The InterNotes Web Publisher enables users to publish public information created in Notes on the Web for access by NCSA Mosaic, Netscape or other WWW browsers. InterNotes **News** provides Notes users with seamless, bidirectional access to the Internet Usenet **News** from Notes. InterNotes Web Publisher Provides Easy Global Access to Notes Information The InterNotes Web Publisher enables users to publish Notes information and applications to more than 2 million users of the World Wide Web, one of today's fastest growing Internet services. By translating Notes **documents** and databases into Hypertext Mark-up Language (HTML), the format used by standard Web browsers, the InterNotes Web Publisher makes Notes information easily accessible to Web users. In addition to converting standard Notes **documents** , the InterNotes Web Publisher automatically creates HTML pages of Notes views to create an easy way for browsers to navigate among **documents** on the Web site. Configuration and management tools also are included with the InterNotes Web Publisher to simplify the process of creating and maintaining a Web Server. "The InterNotes Web Publisher is way cool as it leverages Notes' collaborative authoring environment --- providing a highly efficient way to manage Web sites. In essence, InterNotes brings the power of Notes right to the Internet," said John Landry, senior vice president of the Lotus Communications Business Group and chief technology officer. "Notes offers a rich environment for improving business processes. AT&T Network Notes is a robust vehicle for deploying inter-enterprise Notes applications. And, InterNotes further extends Notes to millions of Web users on the information superhighway. Taken together, businesses will be able to create a range of strategic groupware applications that combine public access with a secure back-end." "InterNotes is an easy and secure alternative to managing, accessing and distributing information on the Internet. By acting as a bridge or facilitator to the Internet, InterNotes capitalizes on Notes' core technology to provide managed access to the most popular Internet offerings," said Judith Rosall, vice president of Market Research, The Radicati Group. "Our biggest challenge in fielding a Web server is that no single person within our organization owns all the information that we want to publish," said Mary Ayala-Bush, principal technologist, American Airlines. "The InterNotes Web Publisher's secure coordination of multiple authors, automatic HTML conversion and **link** management, and simple document and **link** updating are a marked contrast to the labor-intensive manual alternatives. It lets us leverage our Notes investments to reach new channels and markets." InterNotes **News** Brings Internet Usenet **News** into Notes InterNotes **News** is a Notes server -based application which allows users to exchange Usenet **News** **articles** between Notes and UNIX **news** servers using the Network **News** Transfer Protocol (NNTP). This gives Notes users a secure and easy way to access and participate in Usenet **News** from the Notes environment. By reading **news** **articles** from Notes, users can leverage key Notes functionality, including hierarchical views of discussion threads, full text search and multiple indexed views of the **news** **articles** . Additionally, Notes users can participate in Usenet **News** by posting a response from Notes or by replying directly to the author using Internet (SMTP) mail. InterNotes **News** utilizes a centralized Notes configuration **database** to simplify configuration and administration, allowing administrators and users to subscribe to individual Usenet **News**

groups, create customized Notes **news** databases and control **news**
replication. Lotus Opens Web Site Lotus also announced today the opening of
its Web site (http://www.lotus.com), a live R&D project created and managed
with a beta copy of the InterNotes Web Publisher. The site will offer a
range of Lotus information, including the more than 100 announcements made
at Lotusphere today by Lotus and Lotus Business Partners; Lotus' worldwide
sales office directory; Lotus ScreenCam demos; and the Lotus Notes Internet
Cookbook, which provides in-depth tutorials on how to leverage Notes and
Internet connectivity. For example, InterNotes Cookbook users can learn
about Notes' current Internet support, which includes the ability to
replicate Notes databases across the Internet via native TCP/IP support and
the ability to exchange e-mail messages via the Lotus cc:Mail and Notes
SMTP gateways. Additional information will be available on an ongoing
basis. InterNotes Availability and Pricing InterNotes **News** and the
InterNotes Web Publisher are scheduled to ship in the first half of 1995
for suggested retail prices of GBP 1895 and GBP 5695 respectively.
Initially, InterNotes **News** will be available on OS/2 and Windows NT, and
the InterNotes Web Publisher will be available on Windows NT. Due to the
complex nature of software development, ship dates are always speculative,
and subject to change without notice. Lotus Notes is the industry standard
client-server platform for developing and deploying groupware applications.
It allows people to access, track, share and organize information in ways
never before possible, even if they are only occasionally connected to a
network. More than one million people and nearly 4,000 companies are using
Notes to improve business processes, including customer service, sales and
account management, and product development. Lotus Development, founded in
1982, offers high quality software products and support services that
reflect the company's unique understanding of the new ways in which
individuals and businesses must work together to achieve success. Lotus'
innovative approach is evident in a new class of applications that allows
information to be accessed and communicated in ways never before possible,
both within and beyond organizational boundaries. The company now markets
its products in more than 80 countries and provides numerous support
services including its consulting services division. Lotus and Lotus Notes
are registered **trademarks** of Lotus Development Corporation. Notes,
InterNotes, InterNotes Web Publisher, InterNotes **News** , and Lotus
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CONTACT: Jennifer Cowell, Lotus Development (UK) Ltd Tel: +44 784 455 445
Claire Batten, Noiseworks Tel: +44 628 522 122
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    (USE FORMAT 7 FOR FULLTEXT)
TEXT:
...groupware platform, with popular Internet applications such as the World
Wide Web (WWW) and Usenet **News** . InterNotes will enable Notes users to
publish Notes applications to the Internet and to access...

...from within Notes. The first two InterNotes products are the InterNotes
Web Publisher and InterNotes **News** . The InterNotes Web Publisher enables
users to publish public information created in Notes on the Web for access
by NCSA Mosaic, Netscape or other WWW browsers. InterNotes **News** provides

Notes users with seamless, bidirectional access to the Internet Usenet
News from Notes. InterNotes Web Publisher Provides Easy Global Access to
Notes Information The InterNotes Web...

...the World Wide Web, one of today's fastest growing Internet services. By
translating Notes **documents** and databases into Hypertext Mark-up Language
(HTML), the format used by standard Web browsers...

...Publisher makes Notes information easily accessible to Web users. In
addition to converting standard Notes **documents** , the InterNotes Web
Publisher automatically creates HTML pages of Notes views to create an easy
way for browsers to navigate among **documents** on the Web site.
Configuration and management tools also are included with the InterNotes
Web...

...Airlines. "The InterNotes Web Publisher's secure coordination of
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...gateways. Additional information will be available on an ongoing basis.
InterNotes Availability and Pricing InterNotes **News** and the InterNotes
Web Publisher are scheduled to ship in the first half of 1995 for suggested
retail prices of GBP 1895 and GBP 5695 respectively. Initially, InterNotes
News will be available on OS/2 and Windows NT, and the InterNotes Web
Publisher will...provides numerous support services including its
consulting services division. Lotus and Lotus Notes are registered
trademarks of Lotus Development Corporation. Notes, InterNotes, InterNotes
Web Publisher, InterNotes **News** , and Lotus ScreenCam are **trademarks** of
Lotus Development Corporation. cc:Mail is a trademark of cc:Mail, Inc., a
wholly...

...registered with the U.S. Patent & Trademark Office. All other company
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respective companies. CONTACT: Jennifer Cowell, Lotus Development (UK) Ltd
Tel: +44 784 455...
19950206

4/7,K/3   (Item 1 from file: 621)
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01394572 · Supplier Number: 46474043 (THIS IS THE FULLTEXT)

AT&T BUSINESS NETWORK LAUNCHES ON THE WORLD WIDE WEB
PR Newswire, pN/A
June 17, 1996
TEXT:

 Features Business Bookmarks -- Reviews of & Links to the Web's Best
Business Content, Plus Specialized Services and Productivity Tools
CAMBRIDGE, Mass., June 17 /PRNewswire/ -- AT&T (NYSE: T) today launched
AT&T Business Network on the World Wide Web, a comprehensive information
and productivity resource designed exclusively for business managers,
professionals and entrepreneurs. AT&T Business Network addresses a major
problem for business professionals: how to locate quickly the most useful
business resources on the Web -- from the tens of thousands available --
and put them to immediate use for competitive advantage. AT&T Business
Network can be accessed through the **URL** http://www.bnet.att.com. Access
to the site is free of charge. AT&T Business Network on the Web initially
features: 1) Business Bookmarks (SM), select reviews of and links to the
best 1000+ business sites on the Web, organized for easy reference; and 2)
specialized, value-added services not found elsewhere on the Web, including
the award-winning Lead Story service that launched in April. In the coming
weeks and months, the site will be enhanced with links to more high-quality
content and improved functionality, as well as additional specialized
services and productivity tools for business professionals -- including the
Marketing Service Network, Market Analysis Reports and eMail Marketing
services launching in July. Today's launch marks the next step in the
previously announced transition of AT&T Business Network from the AT&T
Interchange Online Network(SM) proprietary publishing platform to the Web.
By end of Q3, all services currently hosted on the AT&T Interchange network
-- including AT&T Business Network -- will have transitioned to the Web as
their sole distribution vehicle. "Business users tell us that while they
sense the Web's immense potential, they are frustrated with
inconsistencies, inefficiencies and lack of business focus," said Michael
E. Kolowich, president of AT&T New Media Services. "Business professionals
expect business-class service in the resources they rely on. By bringing
sharp business focus and high quality to directories, search tools and
other key resources, AT&T Business Network is positioned to become truly
'The Home Page for Business(SM).'" Compared to other Web sites, AT&T
Business Network is focused exclusively on delivering high-quality business
content and services, so professionals can quickly find the information
most valuable and relevant to their businesses. AT&T Business Network
editors scan through thousands of sites each week, and create Business
Bookmarks lists of links to only those that meet a rigorous set of criteria
for quality, ease-of-use, organization, timeliness, relevance and value. To
create context, editors then review top sites and package them together by
category or theme. Professionals get a valuable shortcut that helps them
spend time analyzing information and putting it to work, rather than
searching for it. For example, Business Bookmarks include links to: mutual
fund company directories, industry-specific yellow pages, bankruptcy
information, credit reports, creative marketing advice, small business
sites, federal government sites, regional resources includ ing Chambers of
Commerce and local government offices, and company listings by ranking and
financial profile. AT&T Business Network is organized into nine different
sections, making it easy for business professionals to find quickly the
information and services they need: **News** & Publications, Companies,
Industries, Sales & Marketing, Management, Government Resources, Regional
Resources, Personal Business, and Events & Discussions. Another section,
Services & Suppliers, will launch later this year. Value-Added, Specialized
Business Services In addition to providing well-organized links to the best
Web content, AT&T Business Network features value-added services that meet
specific business information needs. Some of these services are developed
by AT&T New Media Services staff; some are the result of strategic
relationships with other companies. Many of these services will be the

result of exclusive relationships, and will provide content not available elsewhere on the Web. The following specialized services are currently or will soon be available on AT&T Business Network: -- Lead Story provides an in-depth view of one major business or general-interest story per day, drawing from all the journalistic and background sources on the Web. Lead Story features links to **news** from a wide variety of Web sources, plus analysis, opinion, background materials and other information that helps give professionals the broadest possible perspective on a major story. Recent Lead Story topics include the complex trade issues with China, job prospects for the Class of '96, the state of U.S. tourism, and Magellan Fund manager Jeffrey Vinik's abrupt departure. Lead Story can be accessed through the **News** & Publications section. -- Marketing Service Network (available in July) is a **database** of marketing services needed to plan and execute direct mail and other marketing programs. Companies listed include advertising agencies, graphic artists, direct mail houses, list brokers, printers, public relations firms, telemarketing service providers and marketing consultants. Professionals can search for a particular service or vendor by 3- or 5-digit zip codes. This service can be accessed through the Sales & Marketing section. Marketing Service Network is part of an exclusive product development and distribution relationship, also announced today in a separate press release, that AT&T New Media Services has formed with MarketPlace Information Corporation. -- Market Analysis Reports (available in July) provide in-depth views of markets by type of business, number of employees, revenue, geography and other variables. Professionals can use this free tool to size and analyze potential markets, before they invest . More than 1000 industries and subcategories are covered, including agriculture, mining, construction, manufacturing, transportation, wholesale and retail trade, services, finance insurance, real estate and public administration. This service can be accessed through the Sales & Marketing section. Market Analysis Reports is also a product of the relationship between AT&T New Media Services and MarketPlace Information Corporation. -- eMail Marketing (available in July) is a suite of email tools that help companies market themselves effectively on the Web. The first tool, ReplyMail(SM), is an automated response and information distribution system. Professionals can use ReplyMail to automate the distribution of their product and marketing materials to prospective customers, while collecting the prospects' email addresses for future mailings. Other email tools in the suite will launch through the Summer and Fall. eMail Marketing can be accessed through the Sales & Marketing section. AT&T Business Network is a free, advertising-supported site, with registration required for certain specialized services. Over time, subscription or other content fees will be charged for additional, specialized services. Opportunities for Advertisers Through its advertising program, AT&T Business Network provides advertisers with opportunities to reach a broad range of business professionals. The AT&T Business Network Advertising Program currently offers advertisers competitive rates on prominently positioned banners that deliver maximum visibility and guaranteed impressions. AT&T Business Network supports the testing of multiple ad banner creatives, providing timely feedback to help advertisers gauge the effectiveness of their ads and maximize click-throughs. Over time, advertisers will be able to take advantage of additional opportunities, including the ability to target messages to specific audiences and to use interactive applets. The first companies advertising on AT&T Business Network include Federal Express, Lotus Development Corp., MasterCard International, Microsoft Corp., Netscape Corporation, Paracel, Inc., Toyota and ZD Net. For information on advertising opportunities on AT&T Business Network, contact Interactive Media Sales, a division of Softbank Interactive Marketing, at 212-378-0500 or visit the advertising information area of AT&T Business Network at http://www.bnet.att.com/advertising. Based in Cambridge, Mass., AT&T New Media Services is part of AT&T's initiative to develop a series of

AT&T-branded online information services, targeted at business and
professional markets. AT&T Corp., a global communications and computer
company, operates the world's largest and most advanced long-distance
network and provides communications services and products, as well as
network equipment and computer systems, to businesses, consumers,
telecommunications services providers and government agencies. NOTE: AT&T,
AT&T Interchange, AT&T Interchange Online Network, Business Bookmarks,
ReplyMail and The Home Page for Business are service marks of AT&T Corp.
All other products and company names mentioned are marks or registered
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        6/17/96 /CONTACT: Lisa Landa, 617-252-5211 or Jennifer Christensen,
617-252-5477, both of AT&T New Media Services, or Janice Brown of Janice
Brown & Associates, 603-764-5800/ (T) CO: AT&T ST: Massachusetts IN: CPR
TLS SU: PDT LZ -- NEM020 -- 1688 06/17/96 12:08 EDT
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    (USE FORMAT 7 FOR FULLTEXT)
TEXT:
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03898577   SUPPLIER NUMBER: 07532843   (THIS IS THE FULL TEXT)
Dialoglink and Trademarkscan - Federal: pioneers in online images.
Thompson, N.J.
Online, v13, n3, p15(12)
May, 1989

TEXT:
        Picture this scenario. Your law firm's new client has received a
cease and desist letter for trademark infringement from a competitor.
Although the trademark registration number is provided, a photocopy of the
trademark is not enclosed in the letter. Your first priority is to find a
copy of the mark.
        You have two options. You can fumble through the Official Gazette of
the United States Patent and Trademark Office to locate the published mark.
Or, you can save valuable time and log onto TRADEMARKSCAN - FEDERAL (File

226 on DIALOG)* and search for the trademark using the registration number. In less than five minutes you hand the partner both the trademark information and design. The client is impressed with the document, and the partner is impressed with you.

DIALOG and Thomson & Thomson teamed up to produce one of the first commercial online databases containing both text and images. Thomson & Thomson, a trademark and copyright research firm, added trademark designs to its text file, TRADEMARKSCAN FEDERAL, in January 1988. Simultaneously, DIALOG developed DIALOGLINK, version 1.20, a powerful and easy-to-use software to receive and display images online from mainframe computers.

Both companies deserve congratulations for their pioneering efforts to bring imaging to the online world. However, some improvements are necessary before the image enhancement in TRADEMARKSCAN can be widely used.

This article evaluates TRADEMARKSCAN image retrieval using DIALOGLINK 1.20 communications software. It discusses TRADEMARKSCAN's composition, retrieval methods, file size, downloading and printing time and costs, and database applications. The article also discusses software requirements and functions that are relevant to image retrieval. Finally, the article will make suggestions for improvements to TRADEMARKSCAN and DIALOGLINK 1.20.

TRADEMARKSCAN - FEDERAL

TRADEMARKSCAN - FEDERAL, contains all active trademark applications and registrations filed in the United States Patent and Trademark Office. The file also contains abandoned, cancelled, or expired trademarks from January 1, 1984 to present. The approximately 880,000 trademarks are categorized into six types: Design Only, Word and Design, Stylized Letters and Word, Block Letters and Word, Word Only, and Sound Only. The last two categories do not contain any design elements.

About 37% of the records in the database have a design or retrievable image. Of this 37%, only 30% of the records with designs include a written description of the mark, which is supplied by the trademark applicant. This description is defined as the Design Phrase (PH=) field.

To add the trademark images to File 226, Thomson & Thomson scans the designs into a separate database. The scanned images are sent to DIALOG on magnetic tape. DIALOG software changes the digitized images through algorithms to read like text data. The data for each image is compressed, encoded, sized, and centered. TRADEMARKSCAN links the image database to the text database via the trademark serial numbers or in some cases via the registration numbers. Each image is numbered and stored in a file beginning with the letter "T" and ending with.IMG.

The image quality depends upon the quality of the original document. The older records are scanned from many sources, including microfiche.

TRADEMARKSCAN provides online access to trademark design elements. It opens up a new world for online users who have never had access to trademark designs. The database offers trademark searchers an alternative to traditional retrieval methods. Searchers can view the text and design element without referring to the Official Gazette. TRADEMARKSCAN is the only source of designs for pending trademark applications.

The file's main weakness is its inability to provide a tool to search for design elements. The image enhancement will remain another form of document retrieval until design code searches (currently under development at Thomson & Thomson) are made available to TRADENURKSCAN users. DIALOGLINK VERSION 1.20

DIALOGLINK 1.20 is more than a communications program. It is the hub of several Dialog Information Services products, which include DIALOGLINK Communications Manager, DIALOGLINK Account Manager, and DIALOG OnDisc Manager. DIALOGLINK 1.20 includes the Communications Manager and a utilities program to delete image files that are not connected with a saved text file from disks. The Account Manager enables the subscriber to track costs for charge-back purposes. The Communications Manager provides computer connections to DIALOG and other online services and enhances online searching through two buffers and a simple editor. The TypeAhead

Buffer allows the user to compose searches offline before the communications link is activated. All information transmitted from DIALOG is captured into the Retrieve Buffer. The MARK function key (F4) permits the user to block selected portions of the search results, in order to print or save them to disk.

To access DIALOGLINK's features, the user must toggle the appropriate function key. A keyboard template for the function keys is provided. Each function has a menu that appears in the middle of the screen with all of the selections for the particular feature. Experienced users can bypass these menus. The bottom of the screen contains a status line. This line indicates whether the computer is online/offline, the amount of available buffer and disk space, and notifies the user if there is an error during data transmission. The status line also has a "gas gauge" that displays the amount of image data being transmitted. Figure 1 is an example of a status line during image data transmission. DIALOG's documentation and customer support are excellent.

DIALOGLINK 1.20 is the only communications software to provide access to images. Fortunately, it is very good. The software allows access to images through a variety of equipment configurations. The images are easily displayed, saved, and printed. DIALOGLINK 1.20 also has text editing capabilities. It contains all of the features needed to deliver a polished product.

Unfortunately, the transmission of bit-mapped images is slow. The slow speed results in high online connect time fees. DIALOG needs to pursue more efficient compression algorithms or decrease the online time charges for image retrieval formats. HARDWARE REQUIREMENTS FOR IMAGE RETRIEVAL

The minimum equipment requirements for retrieving online images are:
, IBM PC, XT, AT, or compatible with 384K RAM memory, and DOS 2.0 or higher
, Hayes Smartmodem or compatible with 1200 or 2400 baud, other selected modems, or any acoustic modem
9 IBM compatible modem cable for external modems
, Monochrome or color monitor
, Graphics Printer: Epson/Proprinter or compatible, or HP Thinkjet, or HP Laserjet
, Graphics adapter card The following configuration is recommended to attain the fastest performance and best quality of images:
, AT (80286) or faster computer with 640K of RAM and hard disk
2400 baud modem
Laser printer
The occasional image searcher will find 1200 baud transmission adequate but regular searchers will prefer 2400 baud. Users who access this file with 300 baud modems should plan to take a second mortgage on their homes. PRINT QUALITY

The quality of the printed trademark image depends upon the printer (and the quality of the original image prior to scanning). Dot matrix printers produce acceptable results but laser printers produce impressive documents. (Editor's Note: The images reproduced in this article were printed on a laser printer. -NG) A laser printer allows the user to display the image in its finest detail whether it is printed directly from DIALOGLINK or moved into a word processing program. Additionally, the laser user can select one of four sizes of printed image from the DIALOGLINK software. The sizes from smallest to largest are 300 x 300, 150 x 150, 100 x 100, and 75 x 75 dots-per-inch. The print size can be adjusted at any time during a search by typing <Ctrl> F8.

The searcher cannot use the DIALOG PRINT command with TRADEMARKSCAN, except to order PRINT VIA DIALMAIL. DIALOG projects true offline "print" capability of images to be available in june 1989.

The best method to cut costs is to download the image, logoff, and then print offline. An AT (286) microprocessor increases the speed of the printing process. The chart in Figure 4 indicates that the average offline

print time is one minute per downloaded record. Online image printing is expensive. It may increase the search cost as much as $5.00 per record. SEARCHING FOR AN IMAGE Trademark images can be retrieved but can not be searched with any thoroughness. Trademarks can be searched through words, corrupted spellings of words, registration and serial numbers, ownership, dates, United States and International classification, and description of goods and services. The suffix /design will limit any set to the design marks (the images themselves). The only method to search for a specific design element is in the DESIGN PHRASE segment of the record. This field can be searched as ph=x. Figure 2 shows a search for trademarks that have the word "zebra" in the DESIGN PHRASE. The DESIGN PHRASE field is the weak link in the system because it does not have a controlled vocabulary, and because only about 30% of the records with a design have a design phrase. The trademark applicant describes the design, and the user must match the description to be able to retrieve the image. Of course, the interpretation can vary from person to person. For example, the Hershey's Kiss, is listed with the far-fetched description of a "plume extending out of the wrapper"! The full text of this record and image are shown in Figure 3.

Thomson & Thomson plans to remedy this problem in the future with code searching. For instance, "zebra" might be WC=020 and "tree" could be wc=050. A search strategy of SS WC=(020 and 050) would retrieve all designs with zebras and trees. (This example is fictional and solely from the author's imagination.) The imaging capability of TRADEMARKSCAN will never gain wide usage until code searching is made available to users. RETRIEVING AN IMAGE

The full text of the record and image is retrieved by requesting Format 19. Figures 2 and 3 are examples of full-text records with images. There is no indication of the IMG file size until the user requests a TYPE in Format 19. The image size appears at the bottom of the screen in the status line in an E++++F"gas tank" (See Figure 1). The gas gauge changes from regular to bold print as the data are transmitted from DIALOG to the user's computer. The more ... that are between the E and F, the more bytes of information are contained in the image's file. The number of bytes in each IMG file is written on the disk in the downloading process. AII.IMG files are automatically written to a disk even if the text information is not saved to a disk. The DIALOGLINK utility program, Clear Images, deletes all.IMG files not linked to saved text files. The user should run this utility program periodically to clean up the disk. RETRIEVE BUFFER

The Retrieve Buffer is the most important DIALOGLINK feature for the searcher using image retrieval. Its presence enables users to perform cost-effective searches. The buffer holds both text and image data transmitted from DIALOG. The size is limited only by the amount of available RAM in the user's computer. Trademark images can be displayed, printed, or saved to a disk from the Retrieve Buffer. Images previously Saved To Disk must be loaded into the Retrieve Buffer for subsequent display or editing. The uploading is done through the Disk Menu. DISK MENU

The Disk Menu is activated by toggling F7, and is shown below:
Disk Menu
1 . Start Saving to Disk
2. Save Retrieve Buffer to Disk
3. Save Type-Ahead Buffer to Disk
4. Load Retrieve Buffer from Disk
5. Load Type-Ahead Buffer
7. Change Drive or Directory
8. Erase a Saved File
9. Exit Communications Manager
Press ESC to Exit Menu

Selection 2 stores the buffer to disk and Selection 4 loads the saved file into the buffer so that the image may be viewed on the screen or printed. The user can type the number of the selection or cursor to the correct selection by moving the arrow keys. DISPLAYING THE IMAGE

The user must toggle F6 to activate the Display Menu shown below. This menu can be active either online or in the buffer offline.

Display Menu
1. Turn Auto Image Display ON
2. Display Image
9. Exit Communications Manager
Press ESC to Exit Menu

The user selects the correct choice and hits <Enter> to display the image on the screen. The image fills the screen from top to bottom. The image inverts on the screen when the lower case i is struck. Hit <Enter> to clear the screen.

Use Auto Image Display to view a series of images. Each image of the search displays when the cursor reaches the image file portion of the record. The user hits <Enter> to proceed to the next record.

Display Image allows the user to cursor through a search and display specific images. The menu can be overridden by hitting <Shift> F6. PRINTING AN IMAGE

The searcher toggles F8 to activate the following Printer Menu:

Printer Menu
1 Turn the Printer on/off
2. Print the Retrieve Buffer Contents
3. Print the Type-Ahead Buffer Contents
4. Print a Saved File
9. Exit Communications Manager
Press ESC to Exit Menu

Images can be printed online or offline. The offline prints are executed from the Retrieve Buffer or Saved File. Any record or search printed online or offline includes the full format of the trademark text and design. It is possible to print the displayed image without text with <Shift> <Print Screen> or by MARKing (F4) the downloaded image line, and printing the Retrieve Buffer. The <Esc> key will interrupt the print function. EDITING FEATURES

DIALOGLINK has basic editing tools, MARK (F4) and insert/delete commands. Both the Type-Ahead and Retrieve Buffers may be edited. The marking function permits the user to block selected portions of the search and subsequently save or print the MARKed (Retrieve Buffer) contents. Both Save to Disk and Print Retrieve Buffer give the user the option to select A, all of the search, or M, only the MARKed portion. The insert/delete commands allow the user to edit search strategies both online and offline.

The importance of these editing features cannot be overlooked. DIALOGLINK 1.20 is the only software to print image records unless the user has a word processing program capable of converting a displayed image into its own graphics file. COST

The TRADEMARKSCAN online connect time charge is $125.00 per hour. Each image record costs $2.60. The record contains the full format text information and the design. The User Defined Format with the Design Phrase Field costs $.85 per record. This is the same as the full format fee without the image.

The average cost per record without online display or print at 2400 baud transmission is $4.60. The cost increases by $2.00 to $5.00 per record if the user remains online and prints the image at his/her own computer. Currently there is no method to accurately project the online time because the image file size is unknown until the transmission begins.

Ordering the full record and image via DIALMAIL costs $5.60, plus DIALMAIL connect time charges, which is not really a savings for one record. It could save connect time charges if the user had a number of records to download. INTEGRATING IMAGES INTO WORD PROCESSING PACKAGES

TRADEMARKSCAN text easily transfers into word processing programs. However, the images do not. There is no word processing program that directly supports the DIALOGLINK IMG files. There are word processing programs that capture images displayed on the screen and convert the

designs into their own graphics files. WordPerfect 5.0 is one such program. DIALOG has a utility program available through DIALMAIL which converts IMG files into WordPerfect graphics files. USES FOR TRADEMARKSCAN IMAGE RETRIEVAL

If a trademark has a design online, it can be accessed. The user's imagination and bank account are the only limits.

TRADEMARKSCAN images enhance the traditional database applications and permit new applications. For users with access to the Official Gazette, the image capability provides a more expedient method to obtain trademark designs. For users without the Official Gazette, such as Marketing Departments, the capability enables immediate access to trademark designs.

TRADEMARKSCAN is the only source of designs for pending trademark applications. There is an average six-month time period between the filing of a trademark application and its publication for opposition in the Official Gazette. Trademark lawyers can use the image capability to integrate trademark designs into legal **documents** . They can also use the images to compare logos for trademark infringement. Business users can compile and monitor portfolios of their own and competitors' **trademarks** . SUGGESTIONS FOR IMPROVING TRADEMARKSCAN , Add design code searching to make the images searchable! 9 Put the number of bytes in the IMG file on the text record. This will enable users to estimate the search cost. , Improve the transmission speed of image files. SUGGESTIONS FOR IMPROVING DIALOGLINK , Reduce the price of the User Defined Format for the Design Phrase field. o Work with the major word processing and desktop publishing software companies to have DIALOC; **LINK** image files directly supported. CONCLUSION Thomson & Thomson and DIALOG are pioneers in the world of online images. Their ability to provide online images on TRADEMARKSCAN has ushered in a new era of online technology. It appears that the online industry has perceived this as a successful venture. This is evident by the fact that other **database** producers have begun to follow with new online image products. In December 1988 Chapman and Hall, Ltd. introduced chemical structure image retrieval in HEILBRON, DIALOC; File 303. DIALOG also plans to load Beilstein's text and chemical structure files in 1989. Beilstein users will be able to perform chemical substructure searches similar to those offered by STN. (CompuServe has online color graphics, but of a more ephemeral nature, such as weather maps and clip art. Chemical structure searching and retrieval may actually qualify as one of the earlier developments in online imaging, but DIALOG and TRADEMARKSCAN have highlighted potential applications far beyond the sci/tech arena.) The success of TRADEMARKSCAN as it relates to trademark designs is contingent upon Thomson & Thomson's introduction of a design code searching capability. Even with that

k enhancement it is unlikely that online image searches will replace Thomson & Thomson's inhouse design searches. It is uneconomical and dangerous to use TRADEMARKSCAN as a replacement for full searches, either of designs or words. Image code searches will be used in the same manner as TRADEMARKSCAN word searches: they will point out the obvious similarities in designs.

The foundation for success of TRADEMARKSCAN is established. Thomson & Thomson's initial image product is good. DIALOGLINK 1.20 is elegantly simple. The software has all of the components searchers need to prepare quality documents. Now one sheet of paper provides the trademark searcher with the whole picture. RECOMMENDED READING Dialog Information Services, Inc. Image Basics. 1988. This pamphlet is "must" reading for new users of image technology. Abelow, Gerald R., "Digitized Logos", Interact, December 1986, pp. 23-29, 120-122.

This article explains the digitization and compression process of trademark logos. ACKNOWLEDGMENTS

I want to thank DIALOG and Thomson & Thomson for their support in preparing this article. I also want to thank Frank Espanto of Limbach, Limbach, & Sutton for his help. THE AUTHOR

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CAPTIONS: Example of downloaded design. (chart); Disk, display, and printer menus. (table); Time and co st to download images. (chart)

... Official Gazette. Trademark lawyers can use the image capability to integrate trademark designs into legal **documents** . They can also use the images to compare logos for trademark infringement. Business users can compile and monitor portfolios of their own and competitors' **trademarks** . SUGGESTIONS FOR IMPROVING TRADEMARKSCAN , Add design code searching to make the images searchable! 9 Put...

...o Work with the major word processing and desktop publishing software companies to have DIALOC; **LINK** image files directly supported. CONCLUSION Thomson & Thomson and DIALOG are pioneers in the world of...

...has perceived this as a successful venture. This is evident by the fact that other **database** producers have begun to follow with new online image products. In December 1988 Chapman and...

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